

## AUDIENCE ATTENTION AND RESPONSE EVALUATION

### ABSTRACT OF THE DISCLOSURE

An automated method of and system for collecting and displaying audience recognition

- 5 information concerning a video presentation, comprising: displaying a video presentation to a plurality of subjects; inquiring of each of the subjects by computer means whether each of a plurality of still images from the video presentation are recognized by each of the subjects; for each of the images, tabulating a percentage of the subjects reporting recognition of the image in inquiring; and automatically generating by computer means a graph comprising each of the images, wherein a position of each of the images on
- 10 the graph is determined by the corresponding percentage generated in tabulating.

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